

Navy Recruiting Vehicle Wraps: Installation Guide

There are six (6) new approved vehicle wraps available through Creative Services Division. Each wrap is designed to illustrate one of the distinct communities of America's Navy. The communities are: SEAL, Special Warfare (all), Submarine, Aviation, Surface, and General Navy.

There are four (4) individual panels for each vehicle wrap community. There are two (2) panels for the vehicle sides, one (1) each for the hood and rear area. Vehicles can be wrapped with all four sections or, if desired, a partial wrap can be done with hood only, rear section only, hood and rear, sides only, etc. Wraps can also be used in combinations of different community themes. For example, a vehicle could be wrapped with Aviation on the driver's side, Surface on the passenger's side, Special Warfare on the rear, and Submarine on the hood.

For those NRDs with a trailer, these wraps may also be used for those as well.

While the individual panels can be used in a variety of combinations, the images are not changeable. However, NRD users are allowed to substitute local telephone numbers for 1-800-USA-NAVY. This is the only alteration to the approved design that is authorized.

Low-resolution images of the wraps are available for viewing on the Creative Services image web page <http://extensis.cnrc.navy.mil/>. Those files are for viewing only. They can be printed, but they are not the files that will be used by vendors to construct the vehicle wraps.

After selecting a vehicle wrap, contact a local vendor who will do the work. The vendors you select to receive quotes from and to wrap the vehicle must have Adobe Photoshop CS4™, or newer, in order to use the files Creative Services will provide. Also check with the vendor to make sure they have a qualified design staff who is competent with Adobe Photoshop CS4™ or newer. Without a qualified designer who is experienced with this specific software, they will not be able to access the provided files.

The actual files have been created to wrap one of the largest vehicle types in the Navy fleet, a 15-passenger van. They are very high quality and will allow a qualified designer to adjust the individual layers to fit virtually any vehicle, including the trailers.

After selecting a vendor to do the installation, the vendor must contact Creative Services so the Photoshop CS4 files can be delivered directly. POCs are Mr. Kim Ellis and MC1 Mario Hair. (See below). They will be available to the vendor for any technical assistance during the process, as necessary. The files provided to the vendor will contain everything necessary for the completion of the wrap installation including all approved graphic elements and fonts.

Before final installation the vendor must submit adjusted designs to Creative Services for final approval.

Summary

Select a vehicle wrap design from <http://extensis.cnrc.navy.mil/>

Contact a local vendor and make sure their graphic design staff is competent with Adobe Photoshop CS4™ or newer before asking for a bid.

Contact N9 Creative Services to establish contact with vendor and facilitate transfer of files.

Mr. Kim Ellis: 901-874-9052 email: ellisk@cnrc.navy.mil

MC1 Mario Hair: 901-874-9080 email: hairm@cnrc.navy.mil

Creative Services will review adjusted images before final installation is accomplished.